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NEW OAKLAND CAR A REVELATION IN MACHINERY AND EQUIPMENT

Oakland "Forties" Received by the von Hamm-Young Company Make a Great Hit with Local Autoists — Engine Is Better Than Ever and Design Compares Favorably with Any Car on the Market

The von Hamm-Young Co. received this week one Packard "48" cylinder phaeton, two Oakland 40" touring cars, one Buick Wagonette and one Buick open express.

The model 40 Oaklands are the new 1913 models which are first to arrive in the Hawaiian Islands. These cars are beautiful, and have many new improvements which are not to be seen on any other make of car as yet. The Oaklands are setting the pace this year for many others to follow. One of these cars was shipped to the big branch of the von Hamm-Young Co. at Hilo and is to be delivered immediately to a prominent Hilo business man. The other Oakland 40 is being held at the big salesroom of the von Hamm-Young Co. as a demonstrating car. This car is available at any time for the purpose of demonstrating and showing what the new Oaklands can do.

The Packard six 48 phaeton was delivered to Mr. A. W. Carter. The Buick wagonette was delivered to Mr. Kuwahara of Honolulu who is to operate this car between the end of King Street car line and the Moanala Gardens. This is the sixth car of this type of Buick wagonette which has been sold in the past six weeks and only shows the great popularity, durability and reliability of the Buick wagon.

The Buick express was delivered to Mr. E. K. Fernandez, to be used in his moving picture business.

The specifications of the new 1913 40 h. p. Oakland cars are as follows:

Wheel base 114 inches. Single drop frame; motor is 4% x 4%; cylinders cast in pairs; unit power plant; selective type sliding gear transmission; cone clutch; semi-floating rear axle; brakes 14 inches; internal and external; size of wheels 34 x 4; amountable rims; gasoline capacity, 15 gallons; Presto-self-starter; full nickel trimmings; standard equipment gas head lights, oil side lights, full light, side rail, horn, gas tank, tools, pump jack and tire repair outfit.

The Model 40 Oakland in 1912 was one of the most popular cars and for 1913 it is offering a great number of refinements, which makes it, piece considered, an exceptional car. It represents by far more value than usually found in a machine at this price.

It is the "Happy Medium" 5 passenger touring car, for it fills every want and meets every demand of the average owner. It is designed for the purchaser desiring a comfortable car, having plenty of power and suitable for touring purposes.

The upholstery is comfortable, the body is of pleasing lines and is finished with great care.

If anyone is in the market for a 5 passenger car having all the qualifications of a high class high priced machine this model will impress him for it will meet with his requirements. The colors of these cars are blue and gray.

Cars Last Longer.

The time is past when an automobilist finds it necessary to purchase a new car each year. The good motor car used with care and given proper attention will last for years. Longevity depends on the car first and the owner afterwards. The Oakland standard of construction insures the longest life to an automobile because of great care in the selection of materials and in construction. Because it is accessible better care is sure. This car which every piece of machinery should have will make the car good for years and insures a high value at any time. The first Oakland built in 1907 is in use today, the Oakland is a "car with a conscience," and is built to last and give the highest standard of efficiency. The man and woman learning the ins and outs of motoring for the first time will find the Oakland just the car for this purpose. You become a driver in no time, for everything is simple and the manipulation of the levers and pedals becomes natural in a little while. The spark and throttle levers are on the steering wheels. The brake and clutch pedals at your feet and the gear shift at your right and their proper use and handling require but little practice. Oakland cars respond so quickly and run so easily that they are driven by women everywhere throughout the country.

The Oakland is "light-footed," but not too light. A motor car should not be too heavy nor too light. If it is too heavy its weight is liable to affect its efficiency and upkeep expense. If it is too light it is likely to be dangerous. Oaklands are medium in weight but heavy enough so that the car will remain on the road at all times and light enough so that the machine will not be hard on tires and will be economical in the matter of gasoline consumption. These important things depend on the weight of the car, the car that is too heavy is not only a burden on the road but its own weight affects the mechanical efficiency, for the heavy car is likely to rattle itself into the scrap heap.

Oaklands "get away" in a hurry, or just idle along all to your choosing. In crowded traffic it is satisfying to know that you are master of the car and that it will respond to your lightest touch. Oakland motors are flexible and always do your bidding—in the country on straightaways, or city streets. Oaklands are "all around" good cars. They are mechanically sound and they answer every demand.

Fully Tested.

The word test is used more times

at the Oakland factory than any other one to be found in the dictionary. It's "test" this and "test" that. Every unit, no matter how small, is thoroughly tested. Not only that, but before the test a careful inspection is made as to measurements.

The motor, the heart of the car, undergoes many tests—on the block, in the chassis, on the road, and then a test for a sort of good measure. Each motor must be right, must show the rated power or it is not used, but is sent back for rebuilding. What is true of the motor is likewise true of the transmission clutch and other component parts. Each is rigidly tested.

These precautionary methods bring the Oakland car up to a high standard of construction and it is by these methods that the name has been brought to the fore.

Oakland cars are built for the man who likes to feel proud of his purchase without paying excessively for it. Oakland cars are made with extreme care, they always look good. They always make a good impression. An Oakland reflects favorably on the good judgment of its owner. Buying a known quantity is much better than purchasing an unknown product claiming quality. In the Oakland you get quality plus the known quantity. You purchase a certainty—a car "with a conscience."

The good motor car is not built in a minute, a day or a month. It requires years. The building of a reliable car demands brains, experience and ample resources and it takes a harmonious combination of these three to produce a worthy product and one by which a manufacturer can build a lasting reputation. Oakland cars have been good cars for years. The reputation of the company is good.

It takes ten times as long to paint an automobile body as it does to paint a good-sized house, at least it takes the Oakland company that long. The Oakland painters are good painters, they do not rush things, they appreciate what it means to send out good-looking cars. They "speak" for themselves through their well-groomed appearance and that counts. Painting an automobile body is a tedious job. It takes about 35 days to finish one. Coat after coat goes on. Coat after coat is rubbed in. 18 coats in all. It is most exacting, but every one is well satisfied when the job is finished because it stands for a high ideal.

The Oakland is true in every way. It is true inside mechanically. It is true outside artistically. It is a finished product.

What do you demand of your automobile? What cardinal traits do you look for in the ideal motor car. You want simplicity because simplicity insures efficiency. This isn't theory but common sense. Your chassis must be accessible so that you will be able to get at any part in a moment. You want a car in which the manufacturer has minimized trouble. You want a car that has been built with care, that stands for sound mechanical standards. You want a car that will serve you every day for years. The Oakland is built for the man whose ideals are described above.

Careful Details.

In the matter of details a good automobile manufacturer is as careful as a fashionable ladies' tailor. For instance, the Oakland people found that by stuffing and upholstering cushions and backs at certain angles the passenger's comfort would be increased, and that hours could be spent in the car without any fatigue. You may be sure that this construction was quickly adopted and is only one of their 1913 features. It might seem a small one, but if you have ridden around the island in an uncomfortable seat you will be able to appreciate what these little luxuries mean.

The Oakland engineering creed is the business religion of their engineers and designers. It is years old. Here it is:

"We believe when a good engineer designs a car, the basic principles aside from simplicity and accessibility are to eliminate friction, guard against distortion, reduce wear to the minimum, and deliver the maximum horsepower to the driving wheels.

The ideal car is mirrored in this creed and it is an ideal actually used in Oakland construction and not spoken of because it is a lofty expression.

One of the most attractive features of the new 1913 Oakland cars is the

installation of the so-called "Jiffy" curtains. An automobile is a very nice thing to be in during a rain storm, if the curtains are up, but if the storm comes up in a great hurry and one has to get out and fit the curtains and put them up, everybody is sure to be drenched before the curtains are even placed on the car. Curtains as a rule have been cut in such a manner that it is very difficult for even an automobile expert to put them on, and most always gets drenched before he has finished the job. This year the Oakland has offset all this trouble by designing and installing the jiffy type of curtains. The curtains are this year hung on a wire from the front to the back of the car and are used the same as sash curtains in a house. When not in use they are drawn together, raised up to the top of the car and fastened as a neat package. This is a very desirable feature, as during a rainstorm they can be unfastened and drawn into place in less than half a minute. This feature will be greatly admired and appreciated by people in this country, where showers come and go so very quickly. The curtains are amply supplied with celluloid, which gives the car the appearance of Colonial type of coupe car, when the curtains are being used.

Other improvements are the hooded dash, which gives the car a very classy and up-to-date appearance and lends symmetry to its lines. The helmet radiator is a new feature which gives the radiator much more cooling surface and more water. This is an exclusive feature in the Oakland as it has never been installed on any other make of car previously.

The new glass front which is installed on the new models of Oaklands is one that is not only very useful but very ornamental and may be raised or lowered from the driver's seat without difficulty.

Taking all things into consideration in the 1913 Oaklands, beauty is given a new charm, luxury a new significance and individuality a new meaning.

RUMOR DENIED

The early part of the month a rumor was circulated among the automobile concourse that the manufacturers of the Pierce-Arrow cars went into bankruptcy. Manager Howes of the Associated Garage, agents for the Pierce-Arrow machines, upon hearing of the rumor, sent a cablegram of inquiry to the Pacific coast branch of the company, who immediately wired back a denial. The cable sent by Howes was as follows:

Pierce-Arrow San Francisco
New man from coast, rival concern, rumored Pierce-Arrow hands receiver, advise by cable. AUTOMOBILE.

On the same day the following reply was received from W. F. Culbertson, the Pacific Coast manager:

Automobile, Honolulu.
Absolutely no truth, rumor Pierce-Arrow hands receiver, make positive denial. W. F. CULBERTSON.

Further correspondence on the subject was brought to light by the Sierra mail in the following letter:

October 7th, 1912.
Associated Garage, Ltd., P. O. Box No. 511, Honolulu, T. H.

Dear Sirs:—Upon my return here after a short absence the telegraphic correspondence in our October 2nd, 1912, communication—relative to rumor of receivership—is brought to my attention.

The story is ridiculous and absolutely without foundation. You may make the denial of the rumor as strong and as public as may be required under the circumstances. I trust this will be sufficient to set at rest any fabrication of the nature you have mentioned.

Yours very truly,
W. F. CULBERTSON,
Pacific Coast Representative.

"Another instance of some smart aleck trying to start something," was Howes' closing remark as he cranked up a new 1913 model Pierce-Arrow and went on his way.

After a woman has been married a few years she quits trying the plans she cut out of newspapers to make home happy for her husband.

SCHUMAN CO. GETS FORDS

Another carload of the ever popular Ford touring car was shipped this week to the Schuman Co., arrived this week on the Ford is proving a great doctor's car, just as fast as the last lot. Some over to Waikuku to be used there in people wonder why so many people the rent service.

Ford buyer is a booster, and they two more of these were received on know when they start out with a the Sierra, both of which had pre-Ford they don't have to worry about getting back. The Ford is simple in construction, light on tires, and gas-oil, strong, durable, and the great hill climber that was ever turned loose on a road. Then again, the original cost of a Ford don't put a big dent in your bank account. A Detroit motor wagon for their light

The business in the higher priced cars has been steady, and a number of order have been received for future deliveries. One of the classy-looking E. M. F. five-passenger touring cars was shipped this week to Maui to a well known business man the reason is not hard to find. Every receiving much attention of late, and in Waikuku.

Seven Thousand Men Building Smaller Six Cylinder Packard

The Packard motor carriage shops have been turned over to the new model—an unparalleled concentration of energy and resources to complete the production of Packard "38" Perhaps you were among the hundreds who wanted a Packard "48" and spoke too late. The output of that model for summer and fall was practically sold out six weeks after the spring announcement.

Now you have an opportunity to reserve an early delivery date for the new "38," consort of the Dominant Packard Six. In road efficiency, ease of riding and luxurious appointment, the smaller six typifies Packard quality.

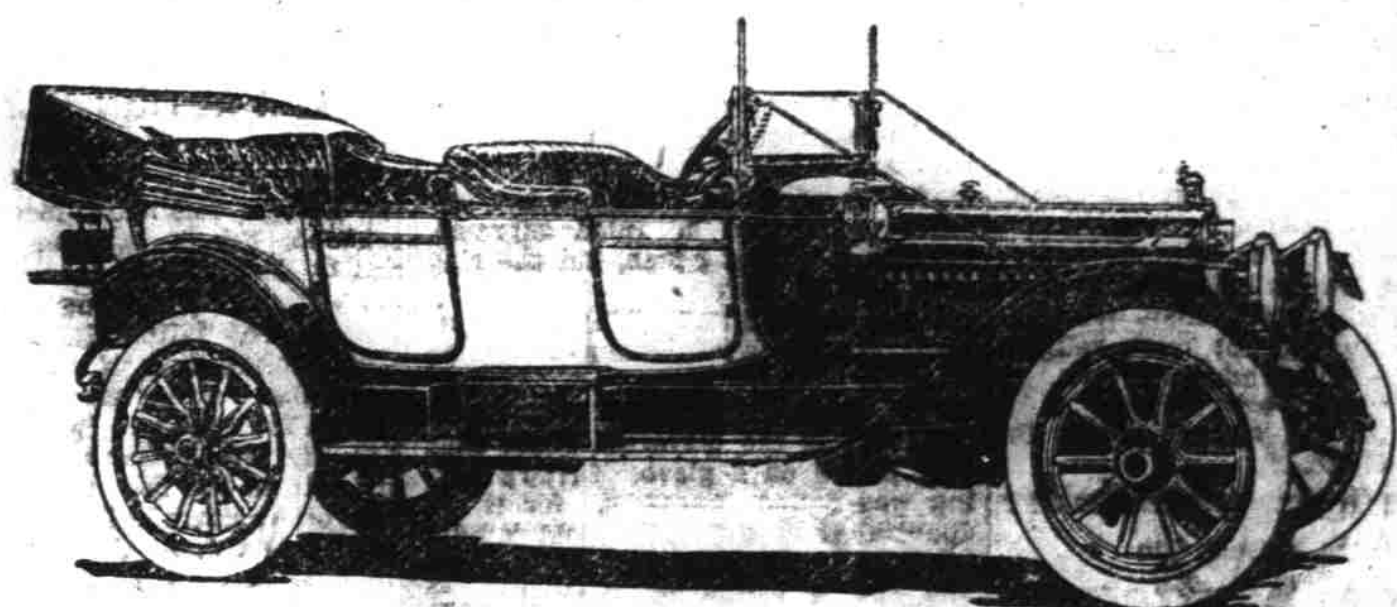
Left drive and control; electric self starter. Starting, lighting, ignition and carburetor controls on steering column. Sixty horse-power shown by brake test.

The Packard "38" Line

Touring Car, five passengers.....	\$4150	Landulet.....	\$5300
Phaeton, five passengers.....	4150	Imperial Limousine.....	5400
Phaeton, four passengers.....	4150	Brougham.....	5200
Runabout.....	4050	Coupe.....	4500
Limousine.....	5200	Imperial Coupe.....	4900

CATALOG IN RESPONSE TO POSTCARD REQUEST

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